



## AGENDA

### Meeting of the Board of Directors

Telegraph Property and Business Management Corporation

Tuesday March 19, 2024 8:00 AM – 9:00 AM

Location: First Presbyterian Church of Berkeley, 2407 Dana St.

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| 1. Call to order | Jen Loy – Vice President |
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| 2. Public comment | Each person may speak up to three minutes |
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| 3. Approve minutes of the February 13, 2024 meeting | Jen Loy – Vice President |
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| 4. Staff Reports (15 minutes) | Alex Knox – Executive Director<br>Jerico Osnas-Paguio – Director of Marketing & Events |
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| 5. Ambassador Report (5 minutes) | Jeff Gilbert – Operations Manager |
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| 6. Campus Report (5 minutes) | Ruben Lizardo – GCR Director<br>Jen Loy – Vice President |
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| 7. BPD Report: public safety updates and initiatives. | Officer Kajahna Futch – Area 2 Coordinator, Community Services Bureau |
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| 8. TBID Website: project to refresh website with updated content, needed maintenance, and improved functionality.<br><b>Recommendation:</b> Review and approve project funding. | Jerico Osnas-Paguio – Director of Marketing & Events |
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| 9. Closed Session: compensation review – Operations Manager |  |
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| 10. Adjourn meeting |  |
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The TBID Board meets the second Tuesday of each month from 8:00am to 10:00 am.

The meetings are held in-person at the Graduate Hotel. Meeting details and materials are provided in the agenda prior to the meeting. A copy of this and past agendas can be found online at [www.telegraphberkeley.org](http://www.telegraphberkeley.org)

The next board meeting will be on April 9, 2024.



## MINUTES

### Meeting of the Board of Directors

Telegraph Business Improvement District

Tuesday February 13, 2024 8:00 AM – 10:00 AM

Location: The Graduate Hotel, 2600 Durant Ave., Berkeley, CA

**Attendance:** Kevin Gordon, Craig Becker, Kieron Slaughter, Christine McDermott, Ali Eslami, Ito Ripsteen, Doris Moskowitz

**Absent:** Jen Loy, Swami Prasannatmananda, Steve Ruegg

**Staff:** Jeff Gilbert, Alex Knox,

**Guests:** James Chang, Ruben Lizardo, Al Geyer, Rachel Brissenden

1. **Call to order: Kevin Gordon** 8:25AM
2. **Public comment:**
  - a. James Chang – running for D7 City Council,
3. **Approve minutes of the August 8, 2023 and December 12, 2023 meetings:**
  - a. **Motion to approve: Kieron Second: Craig Vote: unanimously approved**
4. **Ex Officio Board Member Appointment:** Introduction and appointment as non-voting advisory member
  - a. **Alex:** welcome to Mako
  - b. **Ruben:** Mako will be a great partner to the TBID and compliment our work. Example of private security program in the dorms, Mako can help facilitate collaboration with the TBID.
  - c. **Mako:** excited to participate in the TBID. Happy to serve as a resource and partner with all of the businesses and students that live in this district.
  - d. **Motion by Doris approve appointment. Second: Ito**
  - e. **Kieron:** do you get a chance to be involved in the design process for new buildings or master leases in the district?
  - f. **Mako:** yes, involved in new development. Master leases are not something we are adding.
  - g. **Kevin:** important to have additional liaison with the UC student life.
  - h. **Al:** Asked about building on Durant (Blackwell). Owned by Blackstone. How do you relate to them. Does UC have relationships with private equity housing? Mentioned rally on campus.
  - i. **Mako:** relationships with private equity are structured as P3 (Public/Private Partnership), we assign student residents to those properties.
  - j. **Doris:** is there any way you can imagine how professors can support businesses eg. Book assignments, communication with students. Getting people in the neighborhood.
  - k. **Ruben:** good conversation for the Golden Bear team.
  - l. **Kevin:** call motion      Vote: approved unanimously
5. **Staff Reports:**
  - a. **Alex:** Presented highlights from the Executive Director Report.

- i. **Doris:** separate event for candidate forum? More outreach
  - ii. **Ruben:** students are the voting base.
  - iii. **Craig:** mentioned prior forum at Raleigh's
  - iv. **Kieron:** sometimes council policies impact businesses more than residents.
  - v. **Ito:** situation in triangle not acceptable
  - vi. **Doris:** idea of moving forward with placemaking – public art project at Triangle.  
Happy about what's happening at People's Park
- 6. **Ambassador Report:**
  - a. **Jeff:** Presented Block by Block Ambassadors Report.
- 7. **Campus Report:**
  - a. **Ruben:** unhoused count reflects successful work to meet needs of unhoused population. Lots of the work goes unnoticed and TBID is able to lift it up. Closure was a success. City and Campus need to continue making investment in supporting unhoused. Day Center continued funding isn't guaranteed. TBID needs to speak up for these services and funding priorities. We're still doing street work, re-stripping around park.
    - i. **Ito:** timeline on legislative fix for Park development?
    - ii. **Ruben:** Legislature already passed law but still waiting for Supreme Court to address lawsuit. Hearing assignment supposed to be called in the next few months. Hope if we get called in March that we will get it done in 90 days.
    - iii. **Al:** comment about district changing. We always had crime issues but after the pandemic there have been no incidents at my store. Crime moved everywhere else after the pandemic.
- 8. **Events:** the Second Sundays 2024 street fair series on Telegraph Ave. sponsored by the TBID.
  - a. **Recommendation:** Review and provide feedback on event plans and format.
    - i. **Chrstine:** would like beer garden or similar and can draw many people in. Idea is to bring people in and grow foot traffic.
    - ii. **Kieron:** activities that draw in families, family friendly focus (vendors, orgs, free activities). Learning from other events, Art & Soul in Oakland, Highrow Day, started free then started charging.
    - iii. **Ito:** leverage Boba for young families and kids.
    - iv. **Ruben:** some attendees are inclined to buy at shops but consider discount program for local merchants.
    - v. **Craig:** consider nominal fee for street vendors.
    - vi. **Kevin:** debate about outside vendors and Telegraph vendors, outside promoter group that can run vending events. May want to try Saturday. Use survey to review options. More music, more music. Consider bigger events with bands using additional funding. June is not the best month.
    - vii. **Al:** We made money on past events. Events that produce income are good. Beer garden partnering with district business. Have we asked the clothing stores about the events and how they do? Boba: used to have too many of other businesses. We're not really the boba capital of the bay area.
- 9. **Budget Report: Alex**
  - a. Cash flow deficit is at peak. Need to evaluate operating reserve fund balance. Assessment revenues are being processed and need billing info from the City.

- 10. Closed Session:** compensation review – Operations Manager
  - a. Nothing to report
- 11. Adjourn meeting:** Kevin adjourns meeting at 10:15 AM

TBID Executive Director Report  
March 19, 2024

**1. Meetings and Events**

In addition to the recurring meetings with staff and local agency partners, I participated in the following meetings: Mayoral Candidate Forum, OED City Council Presentation, West Coast Urban District Forum in San Diego, OED District Café.

**2. Businesses:**

Opened:

Upcoming: Zero& Bubble Tea @ The Standard — TTK Fried Chicken @ The Enclave — Wow Wow Hawaiian Lemonade @ 2332 Telegraph – EveryTable @ Granada Bldg. – Qargo Coffee @ 2344 Telegraph – Dorothy's Closet @ Telegraph/Channing Garage – Moku Hawaiian BBQ @ 2488 Channing – Mochiholic @ 2404 Telegraph – We Wield The Hammer @ Telegraph Channing Garage – 6 unknown @ various locations

Closed: Zee Zee Copy @ Sather Lane

**3. TBID Budget**

The FY24-25 operating budget and assessment rate increase will be presented to the board for approval at the next meeting in April. It will include: new Block by Block contract, Capital Improvements Fund project list, and other adjustments to align with current programs.

Given recent revenue increases I am focusing on capacity building and staff retention strategies. That may include the development of a new part-time administrative position.

**4. Business Safety/Security Meeting**

In partnership with the Berkeley Police Department Community Services Bureau we are planning a merchant meeting to review best practices and recommendations to address vulnerabilities, deter crime, and improve physical security. Focus on retail theft, burglary, and property crimes. Invitations will be sent directly to district merchants for the in-person event to encourage peer-to-peer discussion and sharing.

**5. Safe Bears Pilot Project**

On March 6 the Cal parents group Safe Bears launched a private security pilot program in the district in the areas around Units 1, 2, & 3, and the perimeter of Clark Kerr. The program is being run by Streetplus with a \$40,000 budget and will run through March 23. There are 6 safety ambassadors who carry Guard Cards and are positioned on foot and bike patrols daily from 6:30pm - 3:00am.

We are keeping in touch with Safe Bears to offer our assistance if needed and to hear about the programs outcomes.

**6. Dwight Triangle**

On Monday February 19, the group occupying the Triangle decided to break-down their 'free store' and vacated the space leaving behind a relatively small stack of items. The move was voluntary and activists stated that it was due to a lack of adequate volunteer support however additional statements from within the group reveal that there were serious concerns about problematic behavior and dysfunction.

I notified the City about the move and our Ambassadors returned to the Triangle and conducted routine maintenance and cleaning work. The group did not return all week and on Friday Feb. 23 we replaced the previously installed sidewalk planters with a new set inside the fenced area as a beautification measure. That work garnered a fair amount of media attention due in part to several false and disparaging accusations about our work from people's park advocates on social media.

A group - including some that were part of the 'free store' - did come back on Friday to meet up in the Triangle and they moved our planters to the side in the process. In the following weeks there was more graffiti/painting of the fence, hardscape, and other fixtures but no additional gatherings. The City replaced the gate and added a new lock.

**7. Public Art**

We were very pleased to complete restoration work of the Chandler Bldg. mural with the artist - Nigel Sussman - on the corner of Dwight and Telegraph. His other nearby murals were also touched-up.

The City of Berkeley Civic Arts division is developing plans to paint new murals on utility boxes around the City including several in the Telegraph District. We are meeting with the City later this week to review location logistics and to offer assistance with implementing and expanding the program in our District.

**8. IKE Smart Cities Phase II**

Installation is underway for the 2 additional IKE Kiosks in the District: Graduate Hotel, The Panoramic (Telegraph/Blake). I coordinated with the project team and conducted in-person outreach to share construction information with the properties surrounding the Telegraph/Blake location.



## FEBRUARY 2024

### A) Lunar New Year Celebrations:

- Celebrated Lunar New Year on Telegraph Avenue, with livestreaming the VSA Lion Dancers performance at Kuboba and gift card giveaways from Restaurants.

### B) Telegraph Turn-Up

- Supported Mosaic Boulders annual competition, Telegraph Turn-Up.
- We utilized our physical ad space on the Avenue on the Big Bellies and the Casements on Bancroft and Dwight to promote their event.
- Pinned their event post on our IG profile.
- Shared updates and results of the event on stories.

### C) Partner Giveaway with Champions Curry

- Building opportunities for more giveaways with businesses along Telegraph Avenue.

### D) Highlighted businesses with SUPERBOWL deals

## Social Media Initiatives

@Instagram [posts: 2653 | followers 6040 | new followers 102 | following: 510]

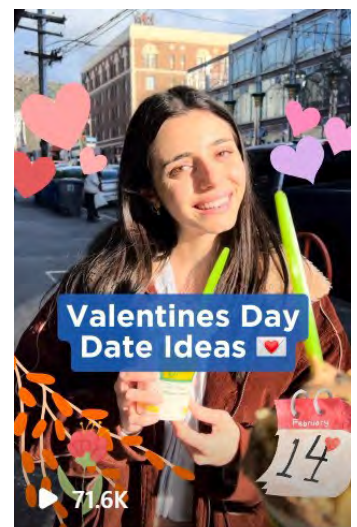
i. **Sponsored Posts (\$150/month):** We boosted the second annual Telegraph Turn Up on Feb 17 & 18 to help build up annual events for the district.

ii. **Collaborations (\$200/month)**

We worked with @UCBerkeleylife to do a giveaway for gift cards from businesses celebrating lunar new year. We also collaborated with them for Valentines Day Date Ideas in the Southside.

Collab for Lunar New Year Giveaway  
@ucberkeleylife – 40.5k views/815 likes

Collab for Valentines Day @ucberkeleylife –  
71.6L views/1437 likes



## Up Next:

- **Berkeley Restaurant Week Mar 21-31<sup>st</sup>**. There are six restaurants signed up to participate for VisitBerkeley's annual campaign. We will be supporting the participants with online support, connecting them with content creators as well as shooting our own highlight reels to showcase them. We will also utilize our physical ad space on the avenue with posters in the casements and Big Bellies.
- **Second Sundays** grant submitted. We are connecting with inquiries received and building new partnerships especially with UC clubs and orgs such as the CAL Band, VSA Lion Dancers and the Berkeley Symphony to add more to the festivities.
- **Website refresh** on deck. Our first quote was not a good fit. I'm researching candidates on Fiverr for additional options.

## April: Telegraph Boba Day

With 15+ shops within a three-block radius, Telegraph is the Boba Capital of the Bay Area and the place to be to celebrate Boba Day. We will be celebrating our 4<sup>th</sup> Boba day on the last Saturday of the month, April 27<sup>th</sup> 2024. We hope you can join us. All restaurants that serve boba will be featured. Brainstorming new promotional giveaways and gathering prizes. Will be reaching out to businesses for special promotions to feature.



# Cleaning Statistics

January 2024 through February 2024

	01/2024	02/2024	TOTAL
311 Request	9	23	32
Graffiti - Removed	378	428	806
Handbill Removal	859	615	1474
Hazardous Waste Clean-up (human)	92	89	181
Power Washing (hours)	5	29	34
Trash (lbs)	9147	7787	16934
Trashcans Leveled Off	112	104	216

ACCOMPLISHMENTS - Spring is on the way, or so we hope, especially since the groundhog didn't see it's shadow, hinting at an early season. The rain has persisted throughout the month, but our ambassadors persist too, venturing out, staying visible, cleaning the district, and always flashing a smile. Zellerbach Hall has been active and there have been a diverse array of events across the UC campus, attracting additional visitors and increased foot traffic to the district. Over the next couple of weeks, we anticipate a surge in families exploring the area and visiting the UC during spring break period. UC Berkeley spring break is the week of March 25th. The ambassadors participated in a planting project at the Dwight Triangle. The team successfully planted 7 pots filled with a variety of flowers and plants. Power washing operations have restarted after the rainy season. Our two newest ambassadors have been enthusiastically engaged during training and are eager to contribute.

INITIATIVES - The safety training for the this month will focus on active shooter situations and guidelines for responding to traumatic events. The team remains dedicated to engaging the public, striving to identify and meet their needs effectively. As the weather improves, the team will embark on pruning, refreshing and planting new greenery in the pots along the Ave. Additionally, the guys will be applying a fresh coat of paint to the peace bike racks in the area. Operation Manager Jeff Gilbert will be in San Francisco from March 25-28, attending Block By Block's national operation manager conference. The ambassadors have been diligently working and with our team fully staffed, we're really starting to enhance the beauty of the district. Thank you

## PROJECTS

Tree aphid management

Weed eating

Sidewalk planters maintenance

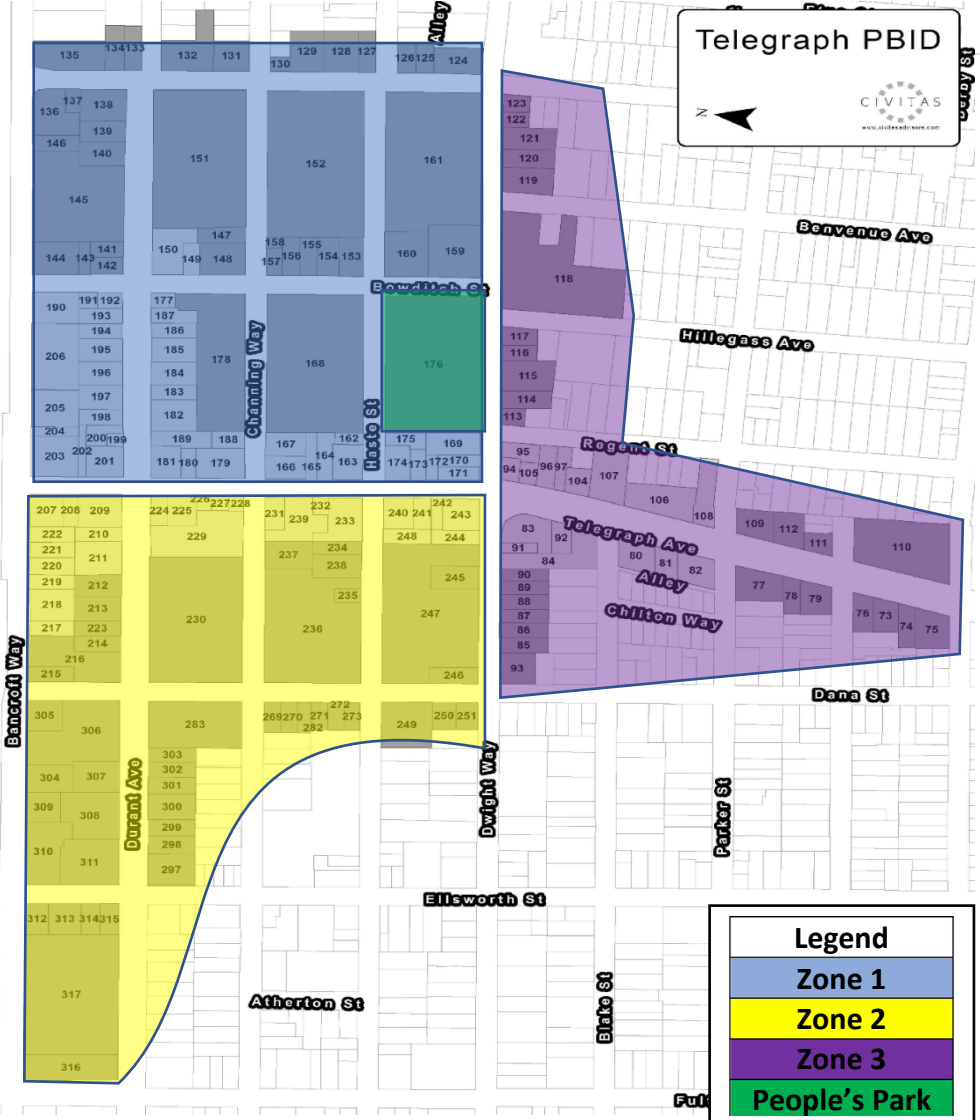
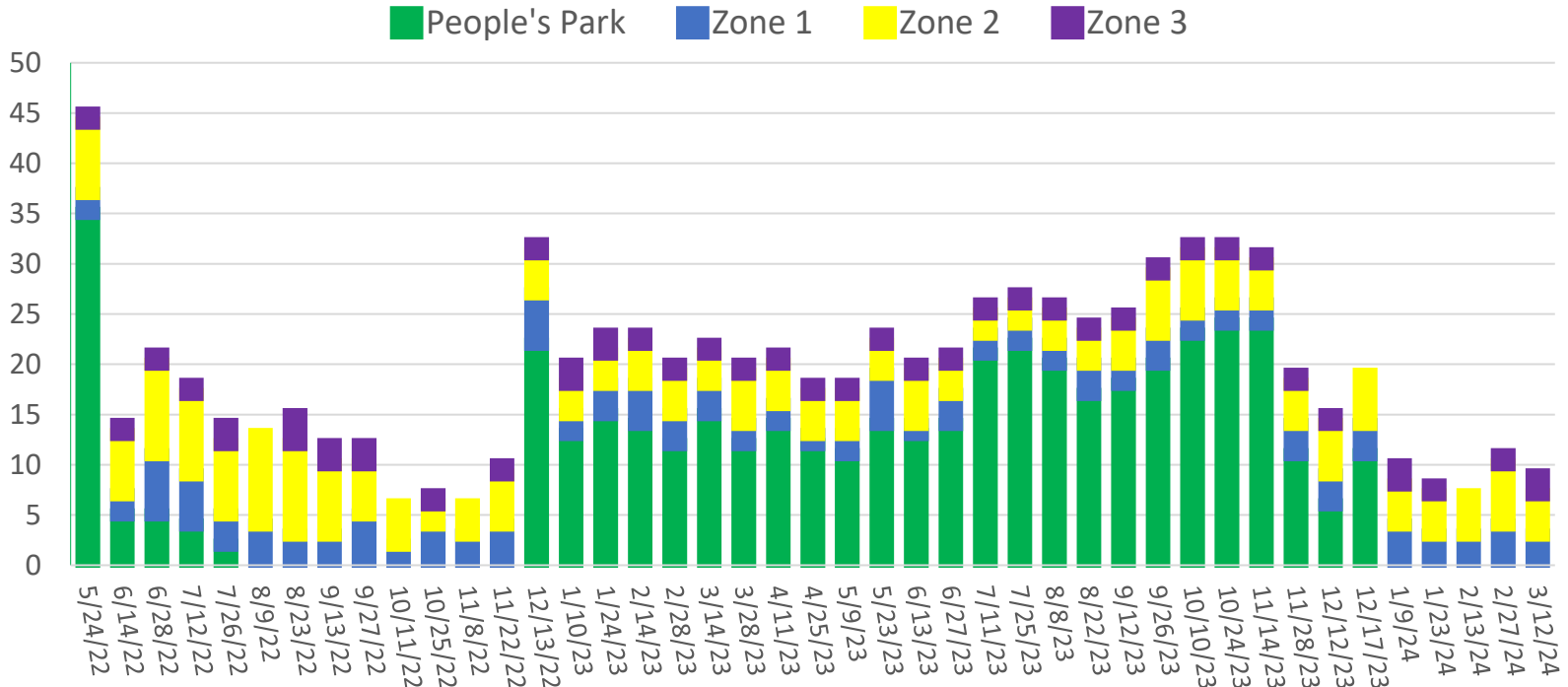
Big Belly upgrade maintenance

Bike racks

# Cleaning Highlights



# Telegraph District Unsheltered Population Count



## Website Refresh

March'24 TBID Board meeting – Jerico Osnas-Paguio



**Website Refresh Proposal:** Our next step in reclaiming our online footprint is to update our outdated website. Our aim is not to overhaul the entire site, we are tidying house, to make it more responsive, faster loading and most importantly easier to use and navigate. We are maintaining the general purpose of the site which is to serve as a hub for stakeholders to find info about our organization, and for visitors to learn about events and attractions.

**Goals:** Update and clean up plug-ins and modules, repair/upgrade functionality (eg. document archive, events calendar), ensure ADA compliance, update/add content (eg. board/staff profile), revamp business directory, evaluate site analytics and SEO.

**Pages of focus but not limited to:**

- Homepage
- EAT, SHOP & PLAY
- About Us: Photos, News, Living in the District, Working Around Telegraph
- Events & Calendar

**Next Steps:**

TBID Board Approval – Scope of Work

Select a contractor

Present Cost Estimate for Board Approval

**Cost Estimate:** TBD